

LIFE *style*

HELLO BOYS!

... and goodbye to those humiliating Bridget Jones big knickers. The latest support underwear will give you a va va voom hourglass figure — and STILL look sexy in the bedroom



THE FIGURE ENHANCER: Ivory with lace detail corset, £114.95, thong, £31.95, Marie-Jo at Femme Fatale, 01622 851 444, hold-ups, £9, Femme Fatale, as before

PICTURE: GEORGE BANFORD

By Charlotte Kemp

THERE are hard-working garments hanging from the rails in lingerie boutique Femme Fatale, although you would not know it to look at them.

'That is perfect to wear under a little black dress,' says boutique owner Julie McDonald, pointing at an elegant lace bustier in a silvery grey by Belgian label Prima Donna.

'It pulls in your tummy, enhances your cleavage and gives a smooth silhouette. We're also selling out of waist cinchers and corsets and I'm not surprised.'

'We all know control knickers work and, of course, I still stock them, but let's face it: they are not pretty to look at.'

'Many of my clients are increasingly demanding underwear that will shape them and look sexy at the same time.'

Women everywhere can breathe a sigh of relief. It's time to pack away those embarrassing Bridget Jones 'hello mummy' pants and get intimately acquainted with a

new breed of undergarments — shape wear which can also be date wear.

These glamorous miracle workers may look very familiar to our grandmothers, even if they are made in the latest high-performance fabrics.

After all, we are talking about all the old favourites — from bustiers to control slips and even girdles. But who is complaining if it means we can say goodbye to the *au naturel* look — and hello to instant hourglass va va voom?

'Despite the seamless magic knicker phenomenon, customers are investing in more traditional shapewear which resembles the underwear of the Fifties,' says Denise Fraser, lingerie buyer at figleaves.com.

'And it's no longer just for special occasions. Shapewear is an all-year-round purchase.'

At Femme Fatale, a chain of lingerie shops in Kent, women are booking in for body styling sessions with Julie McDonald, who has been trained by lingerie label Prima Donna to sculpt

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